

# Jeremy Friedland

## UX Designer

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### PROFESSIONAL EXPERIENCE

**TOWNSPOT INC.** | December 2013 - present  
UI/UX Designer (Contract)

Applying user-centered design methods to increase user engagement for a small startup's website.

**APPLE INC.** | September 2007 - August 2013  
Global Visual Merchandising Mentor  
User Acceptance Lead  
Specialist and Expert

One of thirty chosen worldwide to develop merchandising teams and open new stores throughout North America.

Trained 100+ employees at domestic and international store openings to execute merchandising best practices.

Developed merchandising teams and provided ongoing support for 300+ people in seven states.

Chosen for career experience to lead a team of testers and improve quality of bug reports for an internal merchandising iPad and desktop application.

Designed new features to increase store and corporate employee productivity and wrote detailed documentation and user guides.

Developed and managed a high performing in-store merchandising team.

**ENJOY GELATO** | August 2012 - August 2013  
Co-Founder

Created an artisanal gelato startup which included branding, marketing, and designing the customer experience.

**MICHIGAN MUSEUM OF ART** | October 2012 - June 2013  
InfoTech Assistant

Led new point of sale deployment and launched the museum webstore. Provided technical support for museum systems and staff.

**UNIVERSITY OF MICHIGAN** | Summer 2007, Summer 2008  
Research Assistant Dept. of Psychology

Facilitated lab experiments and coded results for three social psychology studies.

### EDUCATION

#### **UNIVERSITY OF WASHINGTON**

Master's of Human-Computer Interaction and Design,  
Expected August 2014

#### **UNIVERSITY OF MICHIGAN**

B.A. Psychology, May 2009  
University Honors

### TOOLS

Skilled in:  
Axure, Illustrator, Final Cut Pro

Experienced in:  
Photoshop, InDesign, Balsamiq, Motion,  
HTML5, CSS3

Familiar with:  
Javascript

### RELEVANT COURSEWORK

Interaction Design, Visual Media, Prototyping Studio,  
Ideation Studio, Software User Interface Design.